

# Country Club Gowns by Lady Duff-Gordon



A Smart Gown of Dark, Draped Satin,  
With Long, Wrinkled Sleeves and  
Demure White Collar and Cuffs



The High Belted Effect, Popular  
With Those to Whom It  
Is Becoming



A Somewhat Elaborate Gown of Pale  
Cloth, Fur and Ribbon Trimmed.  
The Oval Motifs of Fur  
Decoration Are Novel

LADY DUFF-GORDON, the famous "Lucile" of London, and foremost creator of fashions in the world, writes each week the fashion article for this newspaper, presenting all that is newest and best in styles for well-dressed women.

Lady Duff-Gordon's Paris establishment brings her into close touch with that centre of fashion, at Nos. 37 and 39 West Fifty-seventh street, New York.

Lady Duff-Gordon's American establishments are in New York, and No. 1400 Lake Shore Drive, Chicago.

By Lady Duff-Gordon  
(*"LUCILE"*)

THIS is the time when the country club calls to its members and their friends.

Sports clothes are having their meed of attention. Golf skirts, sweaters, tennis hats and shoes are being weighed in the balance and found suitable. But the gowns I show you to-day are adapted to less strenuous use. They are the apparel of those who take their amusements with more placidity—such costumes as are worn on the drive to the club and on the stroll across the green while watching the players and on the piazza where lemonade and temperance punch are provided and where the gossip of Winter themes merges into the chat about Summer ones.

The wearer who is of especially practical mind chooses dark colors for such costumes. Dark shades undoubtedly make for service. Also for the placid mind. For what woman can be gracious of manner and joyous of heart while she knows that the waiter spilled several drops of lemonade on the front breadth of her gown and that the spots are spreading and inviting the dust from the nearest highway to form a partnership with it?

The sine qua non of good dressing is neatness. The neat soul shrinks from spots as from sin. Spots are sartorial sins. I believe that Lady Macbeth's essential neatness as well as disturbing conscience were evinced

by her nocturnal roamings and her famous exclamation about the stain upon her palm.

Like all attire for out-of-door wear, the three gowns shown on this page are of simplicity the most simple. There is a dearth, if not an entire absence, of trimming. The straight, scant waistcoat that is the smart thing of the hour, is seen. So is the line of buttons that serves the double purpose of utility and decoration.

The hats are as simple as the frocks.